

State of Washington  
Department of Community, Trade and Economic Development  
**Olympia, Washington**

**FIRST AMENDMENT TO REQUEST FOR QUALIFICATIONS AND QUOTATIONS FOR  
PUBLIC RELATIONS SERVICES**

WHEREAS THE Washington Department of Community, Trade and Economic Development (CTED) issued the above-referenced Request for Qualifications and Quotations, Public Relations Services on March 16, 2007; and

WHEREAS this Amendment responds to Bidder questions and incorporates those responses into the Request for Qualifications and Quotations for Public Relations Services as an Amendment; and

NOW, THEREFORE, the following are responses to Bidder questions and these responses are incorporated by reference into the RFQQ as an Amendment.

**NOTE: Please use the following Legend to identify appropriate unit.**

**T: Tourism Office**

**BD: Business and Project Development Office**

**IT: International Trade Office**

**All Units: Tourism, Business & Project Development, International Trade**

### Question 1

#### **RFQQ SAYS:**

At least five years of experience in managing, and or coordinating a regional or national public and media relations program, including a minimum of three years experience with public relations campaigns in one or more international markets.

Do the 3 years of experience need to be in the same international market?

**All Units: No**

### Question 2

#### **RFQQ SAYS:**

Proposals must be delivered by email addressed to the RFQQ Coordinator, Michelle Campbell, at michellec@cted.wa.gov. Neither the Department nor the RFQQ Coordinator assumes any responsibility for any problems with email delivery either within or outside the Department that would affect proposal delivery. Receipt of the proposal by the time and date specified in the RFQQ is the sole responsibility of the Bidder.

If a bidder chooses to, can they deliver a hard copy of the proposal, or is e-mail the ONLY way in which proposals will be accepted.

**All Units: No, bidder cannot deliver a hardcopy. Email is the only method to submit RFQQ.**

### Question 3

#### **RFQQ SAYS:**

The top scoring firms may be contacted to participate in an oral interview. If oral interviews are held, a decision of the award will be based solely on the oral interview.

Will you only be holding oral presentation ONLY if multiple firms scores are close? If no, please specify a few of the other conditions under which oral presentations might be held.

**All Units: Per section 3.15, the top scoring firms may be contacted to participate in an oral interview.**

### Question 4

What is the intended or expected division of activity/resources between the tourism and trade scope items?

**All Units: The units operate on independent budgets that are yet to be established for the next two fiscal years. Where activities overlap (trade show booth as an example) the contractors work would be shared by participating units. Per the scope of work, most activities are separate and would not necessarily be shared. It is the Department's desire to seek a unified approach to messaging that conveys the Department's and Washington's value proposition to target audiences of all Department units.**

### Question 5

Are there other State agencies, organizations, commissions or in-state industries that are important to leverage or coordinate with?

**T: Yes, there are many stakeholders that are important. Some examples for Tourism would include Washington State Department of Fish and Wildlife, Audubon Washington, Washington State**

**Department of Transportation, US Forest Service, and all Destination Marketing Organizations, such as Convention and Visitors Bureaus.**

**BD & IT: Business and Project Development and International Trade will be working to implement the Governor's Next Washington economic strategy. Some examples of partnering organizations include Departments of Labor and Industries, Revenue, Employment Security, Ecology, and Agriculture, as well as the state Port systems, and local and regional economic development and workforce organizations.**

**Question 6**

The tourism and trade scopes of work are separate; is there any requirement that these work scopes be staffed or managed separately or is a combined approach acceptable?

**All Units: Combined staffing approach is acceptable.**

**Question 7**

For both tourism and trade, in which domestic and international markets does the state currently have representation?

**T: Germany, Benelux, Japan, and France. The U.K. through our partners at the Port of Seattle and the Seattle Convention and Visitors Bureau.**

**IT: China, Taiwan, Japan, Mexico, France, Germany, Korea**

**Question 8**

Is there an expected or preferred number of "media blitz" campaigns (Exhibit B-2 Section II.A.2)? Alternately, how many were carried out in 2006?

**T: The number is to be determined as part of the annual public relations plan described in the scope of work. Due to position vacancy, only one media blitz was held in 2006.**

**Question 9**

Can you indicate an expected number of travel and tourism trade shows included in the annual plan referenced in Exhibit B-2 Section II.B.1? Alternately, which of these shows has the state participated in over the past several years?

**T: The specific trade shows should be determined as part of the annual public relations plan. This should be a zero base determination.**

**In the past, the Tourism Office has participated in Pow Wow, ITB, NTA, LA Times Travel Show, Go West, JATA**

**BD & IT: These two units have approximately 14-22 trade shows and events each year. It is anticipated that the Governor will participate in one trade mission per year. Up to three additional (mini) missions may be conducted as well.**

**Question 10**

What is the anticipated role of the PR team in the ongoing outreach of the 2010 Task Force for the Vancouver Games?

**T: It is anticipated that public relations will have a major role and should be described in the annual public relations plan.**

**Question 11**

The RFQQ does not specifically mention joint efforts between the state and the Tribal Nations in promotion of the state as a travel destination; can you provide an overview of any past cooperative efforts by the two entities?

**T: The Tourism Office has an ongoing relationship with the Governor's Office of Indian Affairs and seeks to work closely with all of the Tribal organizations who have identified tourism as a major component of their economic development strategies.**

**Question 12**

The Blueprint For Our Future discusses a public/private partnership for additional funding. Is this one of the initiatives that has been developed?

**T: Yes**

**Question 13**

Are there additional revenue sources (i.e. buy-in partnership program?)

**T: The proposed legislation for the Tourism Office Commission and funding specifies the need for matching-fund development. This will need to be included in the annual plan per the Tourism Scope of Work (Exhibit B-2, I).**

**BD & IT: Partnerships and extra funding are determined on an event-by-event basis.**

**Question 14**

Does the 'integrated strategy' that is mentioned in the Purpose and Background include the Film and Video Office?

**T: To the extent it is appropriate to include film and video in public relation activities.**

**Question 15**

Is there an incumbent PR agency currently working on CTED's behalf in a similar capacity? If so, which one, and are they participating in this RFQQ process?

**T: No, there is currently no public relations contractor.**

**BD & IT: Current contractor is Rockey Hill & Knowlton.**

**Question 16**

Who is/are the contractor(s) responsible for?:

- a. Tourism Site Consumer site
- b. Tourism Office Industry site

**T: Current contractor for both is Levysheckler, LLC, Seattle. An RFQQ has been issued for this contract.**

**Question 17**

Is there currently a Tour Operator sub-site, or will it need to be developed?

**T: Currently there is no Tour Operator sub-site. Evaluation will be needed.**

#### Question 18

If deemed necessary and appropriate, is it feasible that the Experiencewa.com site could be redesigned to accommodate the ensuing changes in communication strategies?

**T: Yes, it is feasible if the communications strategy were to change substantially and make website revisions appropriate. All Tourism contractors must work collaboratively on any web changes.**

#### Question 19

Is there currently a Digital Asset Management system already in place for organizing/managing/updating the photo library? If yes, is it a third-party or developed in-house?

**T: We have a tracking system, but it is not a sophisticated asset management system. This should be part of the new photo library development.**

#### Question 20

Does updating and managing the photo library mean adding new photography? If yes, is photography and associated usage rights included in this budget, or considered an outside expense?

**T: Yes, it means adding new images on an ongoing basis. Yes, usage rights are included in the budget.**

#### Question 21

To confirm: Experiencewa.com is built with .Net. What is the associated database?

**T: Yes, it is built with .Net and the associated database is SQL Server 2000/2005.**

#### Question 22

Where are the site(s) hosted?

**T: The servers are located in the CTED server room in Olympia.**

#### Question 23

What analytics software do you have in place?

**T: ClickTracks and WebTrends.**

#### Question 24

Who is responsible for analyzing and reporting on the performance and success metrics?

**T: Tourism Web Contractor (for the website metrics).**

#### Question 25

Is there currently an email system already in place? If yes, is it in-house or third-party? If third-party, who/what is it? If in-house, please describe your system and reporting capabilities?

**T: If this question concerns the ability to capture email addresses or travel preferences, the system has the capacity but there is no system in place.**

**BD & IT: We use some of GraphicMail's capacities but have not implemented a system for capturing information, profiling and targeting electronic campaigns and communications.**

#### Question 26

Is there currently a web-marketing consultant working with International Trade, Business and Project Development? If yes, who and what services are they providing?

**BD & IT: Neither unit has utilized a marketing consultant for their websites for the past few years. Both units have consulted with the current PR agency for some content and positioning.**

**Question 27**

Media Kit Development: Will there be a need to have an online kit? If yes, does it need to be multi-lingual? What are those languages?

**BD & IT: Yes, there will need to be an online kit translated in the languages the Department has an office. The contractor's role may or may not involve the translation of these pages.**

**Question 28**

Can ChooseWashington.com and [www.cted.wa.gov](http://www.cted.wa.gov) be redesigned, if deemed appropriate, to accommodate new strategies for communication, promotions and exposure?

**BD & IT: There is flexibility in content and information flow. It is expected that the PR and Web Marketing (current RFQQ posted) agencies will work together as needed to facilitate projects. Redesign and functionality recommendations can be considered based on budget and identified outcomes. Consideration should be given to the broader unified approach to websites and communications.**

**Question 29**

Are ChooseWashington.com and [www.cted.wa.gov](http://www.cted.wa.gov) hosted in the same environment as experiencewa.com? If no, where is it hosted and what types of analytics software is currently being used?

**BD & IT: ChooseWashington.com and International Trade are both hosted on the CTED servers in Olympia the same as experience.wa.com. ChooseWashington.com and [www.cted.wa.gov](http://www.cted.wa.gov) both use WebTrends for metric analysis.**

**Question 30**

Will all the questions submitted by agencies be available to view on the website or sent via email?

**All Units: Questions will be available to view on the website only.**

**Question 31**

How will you define and measure the results and impacts of this campaign?

**T: Measurement will need to be included in the annual plan per the Tourism Scope of Work (Exhibit B-2, I).**

**Question 32**

Who is participating in the evaluation of proposals?

**All Units: Department participants evaluating proposals are yet to be determined.**

**Question 33**

Who would serve as the client contact from CTED?

**All Units: The Department client contact will be determined at a future date.**

**Question 34**

What marketing consultant(s) are you currently working with and what is/are their roles?

**T: Current contractor for advertising and related marketing activities is DraffCB. Current web contractor is Levysheckler.**

DATED April 5, 2007

Michelle Campbell  
RFQQ Coordinator